

ALAMEDA GOLF COMMISSION
MINUTES OF MEETING

Wednesday, February 16, 2005

1. CALL TO ORDER

Chair Sandré Swanson called the meeting to order at 7:00 p.m. in Room #360, Alameda City Hall, 2263 Santa Clara Avenue.

1-A. Roll Call

Roll call was taken and members present were: Chair Sandré Swanson, Vice Chair Tony Santare, Secretary Betsy Gammell, Commissioner Anthony Corica and Commissioner Bob Wood. Absent: None. Also present were General Manager Dana Banke and Head Golf Professional Matt Plumlee.

1-B Approval of Minutes - Regular Meeting of January 19, 2005

The Commission approved the minutes unanimously.

1-C Adoption of Agenda

The Commission approved the agenda unanimously.

2. ORAL COMMUNICATIONS

3. AGENDA ITEMS:

3-A Approval of Management Practice for Golf Complex Volunteer Marshal Program (Action Item).

The item was tabled until the next regular meeting.

3-B Update on Golf Complex Clubhouse Capital Improvement Project (CIP).

The General Manager reported that he has met with Interim City Manager, Bill Norton, to discuss the project. Back in November 2004 the approval of the contract for design services for the project with the Dahlin Group was pulled off the City Council Agenda. The possibility of purchasing the plans from the City of San Mateo's Poplar Creek clubhouse have been discussed as a cost saving effort. The building is smaller than originally desired for the Chuck Corica Golf Complex, although it is very functional and aesthetically pleasing. It would still be advisable to have the Dahlin Group oversee the Master Plan for the project. The General Manager has contacted the City of San Mateo and they are willing to discuss the purchase of the plans although no price has been determined and

Dahlin Group who actually designed the clubhouse at Poplar Creek is still interested in doing the Master Plan. Definite savings would be seen by purchasing the plans although other factors exist. The sites are different and that needs to be taken into consideration. Minor changes would be made to the plans to give it originality and personalize it to the Chuck Corica Golf Complex, but to change the plans too much would not take full advantage of purchasing the plans. The purchase of the plans would also help with community support due to the fact that the building is constructed and functioning removing the concern over how it would look and function. The feasibility of the underground cart storage has been removed from the plans due to the instability of the soil and the cost involved. The General Manager has also been in contact with Bob Haun of the City of Alameda's Development Services Department. Mr. Haun is currently overseeing the new library project and the General Manager is hopeful that he could be brought on to help with the clubhouse project. The General Manager at Poplar Creek, Tim Heck has mentioned he is more than willing to meet with the Golf Commissioners and answer any construction questions they may have.

3-C Discussion on Practice Area for the Golf Complex Driving Range.

The General Manager reported that over the past month the Golf Commissioners have gone out to the Driving Range and the Mif Albright Course to visualize the potential plans for a new practice area. Commissioner Wood drew up a design and gave it to the Golf Commission. He explained the plan is to use the first and ninth holes on the Mif Albright Course and redesign that course. A new tee would be placed east of the current 1st green and trees along the slough would be removed to open up the area and the 2nd green would become the 1st green. A new tee would be placed on #5 and that hole would be cut in half, the hole is currently 191 yards and represents the greatest hazard on the course. A new green would be placed on #9 also and that hole would be shortened. The area would be lit up at night by redirecting lights at the Driving Range and a synthetic putting green placed in the area. The area would be able to be open at night, which is a feature the competitors (Metropolitan and Monarch Bay) do not offer. Another area being researched is to place heaters above at least ten (10) of the covered stalls at the Driving Range. The General Manager has been in contact with a vendor that is responsible for setting up radiant heating elements at Driving Ranges throughout the Pacific Northwest. The cost of the project is approximately \$5,000. The concern was voiced that electric power was much more expensive than natural gas and that should be considered. The desire is to capture a nighttime clientele at the Driving Range and Practice Area. Another idea being considered was possibly building a family fun center on the par 3 course, including a miniature golf course and batting cages. The City of Alameda has no facility fulfilling these needs currently. Although through discussion, the Golf Commissioners voiced opposition to the idea. The revenue from these services could pay the debt service on the new clubhouse project. The current trend with stand-alone driving ranges across the nation is to incorporate these features into their facilities to increase revenues. The suggestion was made to place trees behind the covered hitting stalls to block the wind. The General

Manager stated that he got a quote to place a wind block fencing behind the stalls and the price was around \$18,000. It was mentioned that it might not be feasible to take on another project while doing the clubhouse.

3-D Report on Tee Renovation Project

The General Manager reported that he has met with the Superintendent to discuss various tee renovations to be done over the next few years. The par 3 holes are in special need of attention due to the number of divots taken. On the Earl Fry Course the followings tees will be renovated:

- #4-Par 3-Needs added tee space, needs leveling and reseeding (May 2005)
- #6-Ladies-Needs to be leveled
- #7-Par 3-Needs topdressing and reseeding
- #8-Needs more sunlight
- #11-Par 3-Needs leveling and topdressing and reseeding
- #13-Needs leveling (April 2006)
- #15-Par 3-Needs topdressing and reseeding (February 2005)
- #17-Needs added tee area (April 2006)

On the Jack Clark Course the following tees will be renovated:

- #2- Par 3- Needs topdressing and reseeding (April 2005)
- #3-Ladies- Needs to be leveled and added tee space (April 2006)
- #5- Ladies- Needs added tee space (May 2006)
- #10-Needs added tee space (May 2006)
- #11-Par 3- Needs topdressing and reseeding (April 2005)
- #12- Needs to be leveled (May 2006)
- #13- Needs to be leveled and topdressing (June 2007)
- #14-Rebuild (September 2006)
- #15- Ladies- Needs added tee space
- #16-Par 3- Needs topdressing and reseeding (April 2005)
- #18-Rebuild- Needs to be leveled and added tee space (April 2005)

All of the tee areas have been aerated and top seeded and should be in good shape for the spring. The tee renovations will be done in house by the Maintenance Department.

4. ORAL REPORTS

4-A Golf Shop and Driving Range activities report by Head Golf Professional Matt Plumlee.

The Head Golf Professional reported that the Pro Shop has been redesigned to make it more inviting for the customers and it flows better. The large double doors behind the counter will now be open for customers

and there will be three ways to enter.

- 4-B General Manager Dana Banke's report highlighting maintenance and operational activities for the month at the Golf Complex.

The General Manager reported that the Golf Complex is working to improve customer service in all areas. The reorganization of the Pro Shop and staff are being done to provide a friendlier atmosphere. Also reported was that the Mayor has proposed an ordinance to increase the Golf Commission from five (5) members to seven (7) members. The ordinance was approved by the City Council at their meeting last night. The approval still needs to go through another approval and then a 30-day waiting period prior to the appointment of the new Golf Commissioners. The meetings will need to be held in a larger area, possibly the City Council Chambers. The Senior Golf Club has about 120 members and held a General Meeting this month, which was well attended. The Golf Complex is looking into additional advertising and is considering an ad in the Japanese Yellow Pages and Golf Today magazine. Another advertising avenue being sought is at SBC Park in San Francisco. The advertising will be in a partnership with Poplar Creek Golf Course and will be seen by 7 million people over the spring and summer. The cost for the advertising is approximately \$8,000 for the year.

- 4-D Beautification Program by Mrs. Norma Arnerich.

Mrs. Arnerich reported that three groups are waiting to schedule tree plantings. Also reported was that the local television station that televises the City Council meetings has the Golf Commission meeting listed at 7:30 pm not 7:00 pm. The General Manager will see that it is corrected.

5. COMMISSIONERS' REPORTS

- 5-A Long-Range Planning and Government Liaison, Chair Swanson.

Chair Swanson stated that in reference to some of the long range plans discussed that the Chuck Corica Golf Complex is an institution and we need to maintain the character of it. Customers may need to pay a bit more to secure that experience. Chair Swanson also reported that he has met with the Mayor and Interim City Manager and discussed having regular joint meetings between the City Council and Golf Commission to discuss issues and exchange ideas and information.

- 5-B Buildings, Security, Albright Course and Driving Range, Secretary Gammell.

Commissioner Gammell reported that there was an incident on Sunday, February 13, 2005. Between the hours of 5:30 am and 6:30 am an

individual entered the maintenance yard on a bicycle and stole a pickup truck and some tools. One of the maintenance works had left the keys in the truck and since it was the weekend and a limited crew was working, no one was in the yard. The vehicle stolen was a 1993 Ford pickup and a police report was filed. The vehicle has not yet been found.

5-C Maintenance Status of Golf Complex and Capital Improvements, Vice Chair Santare.

Secretary Santare stated that he is please with the schedule of work to be done on the tees.

5-D Golf Complex Financial Report, Commissioner Corica.

Commissioner Corica reported that total revenue from golf on the three (3) courses was down 31% for the month of January 2005 as compared to January 2004, with play also down by 31%. The large decrease in play is in part due to the increase and severity of the rain days (14) during the month. For fiscal year 2004-2005, play is down 12% and revenue from golf is down 3%, as compared to fiscal year 2003-2004. Most Bay Area courses have experienced similar or larger declines in play. All ancillary services were slightly below from last January with the exception of the sale of monthly and annual tickets. The Golf Complex showed a loss for the month of \$117,318 for the month and a net profit of \$94,255 for the first seven months of fiscal year 2004/2005, down about \$195,000 from the last fiscal year. The City of Alameda has included a charge for Return on Investment (ROI), which goes into the General Fund.

5-E New Clubhouse, Complex Entry and General Design and Construction Issues, Commissioner Wood.

Commissioner Wood stated that the financial state of the Golf Complex could very well delay the approval of the Clubhouse Project. The General Manager stated that the Mayor, City Council and citizens really want to see the project proceed. The project needs to be scaled down to fit into the budget of the Golf Complex for the project to succeed. The additional improvements bundled into the CIP could be done over time and not all at once. The positive aspect is that the Golf Complex has been self sufficient for many years and has a proven record of making money and paying its own way.

5-F Golf Complex Restaurant Report, Legends & Heroes.

None to report.

6. ORAL COMMUNICATIONS, NON AGENDA (Public Comment)

None to report.

7. OLD BUSINESS

None to report.

8. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing the surcharge payment for January 2005 of \$7,483. The year-to-date total is \$99,494 for the fiscal year 2004/2005 to the General Fund.

9. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:45 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.